

**261—102.9(82GA, HF829) Application selection criteria.** When applications for financial assistance are reviewed, the following criteria shall be considered:

**102.9(1) *Intellectual property.*** How the ownership of the IP is structured. (More points will be awarded for greater IP control by an Iowa IT provider company, with the greatest number of points being awarded for exclusive IP ownership by an Iowa IT provider company.)

**102.9(2) *Experience.*** The level of experience the business has in product development and commercialization and ongoing product maintenance.

**102.9(3) *Estimate for project completion.*** What the work requirements are; how quickly the project will be completed; how credible the estimate is relative to the Iowa IT provider company's experience; and what resources the IT provider company has to execute project requirements.

**102.9(4) *Market research.*** Whether there is a competitor; how large the market outside of Iowa is; how credible the marketing plan is; the level of experience the IT provider company has in this industry; and whether there is an industry in Iowa that would be a natural client/market.

**102.9(5) *Financial requirement.*** Whether the matching and necessary funds have been secured and whether the amount available is sufficient to take the product to market.

**102.9(6) *Distribution.*** Whether channels already exist to take the product to market.

**102.9(7) *Expected return.*** What the expected return on investment is, based on the break-even point and the long-term economic impact of the project.